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### **AIIA iAwards Unearth Local Aussie Innovation**

The Australian Industry Information Association (AIIA) iAwards Program is back for another year. The iAwards aim to continue to unearth and recognise the achievements of home-grown Australian innovators who are at the forefront of cutting-edge technology.

The winning innovation receives access to expert services such as mentoring/business skills assistance, access to Joint Venture Partners and assistance with the development of their business PR plan.

AIIA CEO, Ron Gauci, said: "I am proud to see AIIA's iAwards enter their 27th year. The iAwards provide national exposure and recognition for innovation at all levels from junior students to start-ups and business service markets.

"With previous winners having developed the world's first modular self-fit hearing aid and delivered a virtual reality treatment platform for spider phobia, we can't wait to see what the 2020 iAwards have to offer," said Gauci.

The iAwards are broken down into 13 distinct categories to include as many innovations as possible. Categories include: Junior student, Consumer Markets, Business Service Markets, Infrastructure and Platforms - Innovation of the Year, Research & Development Project of the Year and Start-up of the Year. iAward entries close on the 31st of March 2020.

AIIA iAwards are supported by the Victorian Government, as they showcase expertise in the tech sector which will play a crucial role in Australia's future by growing the digital economy and creating new jobs.

AIIA are a not-for-profit organisation aimed at fuelling Australia's future social and economic prosperity through technology innovation.

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## **AIIA iAward Case Studies**

### **Noisy Guts - The University of Western Australia**

Noisy Guts was awarded the National Community Service Markets AIIA iAward in 2019 recognising Dr Josephine Muir's, from the University of Western Australia, non-invasive acoustic belt that listens, records and analyses gut noises. The technology uses artificial intelligence, signal processing and machine learning to help diagnose and monitor common gut disorders, in particular Irritable Bowel Syndrome (IBS) which affects 11 per cent of the world's population. Noisy Guts is the only Western Australian company to receive support to translate innovation into a market-ready product with preliminary studies recording 87% accuracy in diagnosing IBS. The wearable technology is supported by a smartphone app that records symptoms and capitalises on today's trend of wearable technology. The acoustic belt works in a similar way to an ECG which is a diagnostic tool monitoring your heart rate but instead for your gut.

"Noisy Guts is on a mission to radically transform global gut health and we are really looking forward to seeing this device enter the market." - CEO and co-founder, Dr Muir.

### **FLAIM Trainer - FLAIM Systems**

FLAIM Trainer was awarded the National Startup of the Year AIIA iAward in 2019 with its virtual reality training system for firefighters across a number of industries emergency services, defence, aerospace and mining. The immersive training experience uses haptic technologies to provide a wide range of scenarios allowing firefighters to train in safe situations without being exposed to dangerous carcinogens or without harming the environment both inexpensively and anywhere. Only in its second year of operation, FLAIM is exporting to 14 countries, has 18 employees and is continuing to expand into new international markets.

CEO and CTO James Mullins initially developed the FLAIM Trainer from research at Deakin University and said "the company is delighted to receive this recognition as Australia's leading digital teach Startup of the Year at the AIIA's iAwards. We are proud to be one of Australia's leading innovators and a global leader in virtual reality and haptic development, creating jobs here in Victoria."

### **Huon Aquaculture Group - Autonomous Offshore Aquaculture Feeding System**

Huon Aquaculture was awarded the National Automation Technologies Innovation of the Year AIIA iAward in 2019 for their innovative fish feeding system. The system uses a combination of industrial automation and artificial intelligence to autonomously control feed rates in offshore fish farms by identifying and tracking feed pellets within the water column using machine vision and machine learning.



Angus Sprott, Huon's Information Technology Manager said "The iAwards has put our team in the spotlight to demonstrate that we are one of the best operational technology teams in aquaculture and indeed one of the best technology teams in Australia. We have other initiatives in the planning stages and recognition such as this helps us to secure the necessary support to progress these new developments."

The Group was also awarded with an AIIA iAward National Merit in Industrial and Primary Industries and is only one of three Tasmanian companies who have won an iAward in its 26 year history.

## **Codebots**

Codebots was awarded two AIIA iAwards - Queensland Startup of the Year and Infrastructure and Platforms Innovation of the Year in 2018, recognising what Eban Escott had developed through PhD research at the University of Queensland. Codebots is a software development platform operating as a service where software robots write code alongside your team. On average codebots write 92% of an applications codebase. A codebot is able to migrate an offline database to a full stack application with API documentation in a matter of days - which would usually take weeks or months.

Founder Eban Escott said: "It's great to know that all the hard work we put into developing a product is being acknowledged by a prestigious organisation like the AIIA."

Through the AIIA iAwards Codebots was shared on a national stage with like-minded innovators in the audience. One of them being the Hon Kate Jones, Minister for Innovation and Tourism Industry Development, who opened the new Codebots office, after Escott met her at the iAwards Ceremony. Codebots was also awarded with an AIIA iAward Queensland Merit in Business Service Markets.

## **About AIIA**

The Australian Information Industry Association (AIIA) is Australia's peak representative body and advocacy group for those in the digital ecosystem. Since 1978 AIIA has pursued activities to stimulate and grow the digital ecosystem, to create a favourable business environment for members and to contribute to Australia's economic prosperity. We do this by delivering outstanding member value by providing a strong voice of influence; building a sense of community through events and education; enabling a network for collaboration and inspiration; and developing compelling content and relevant and interesting information.